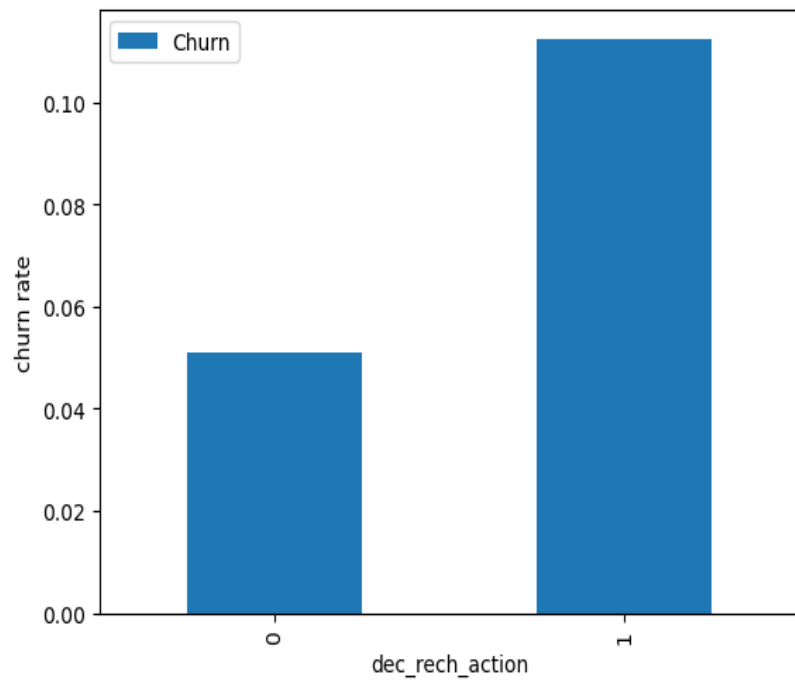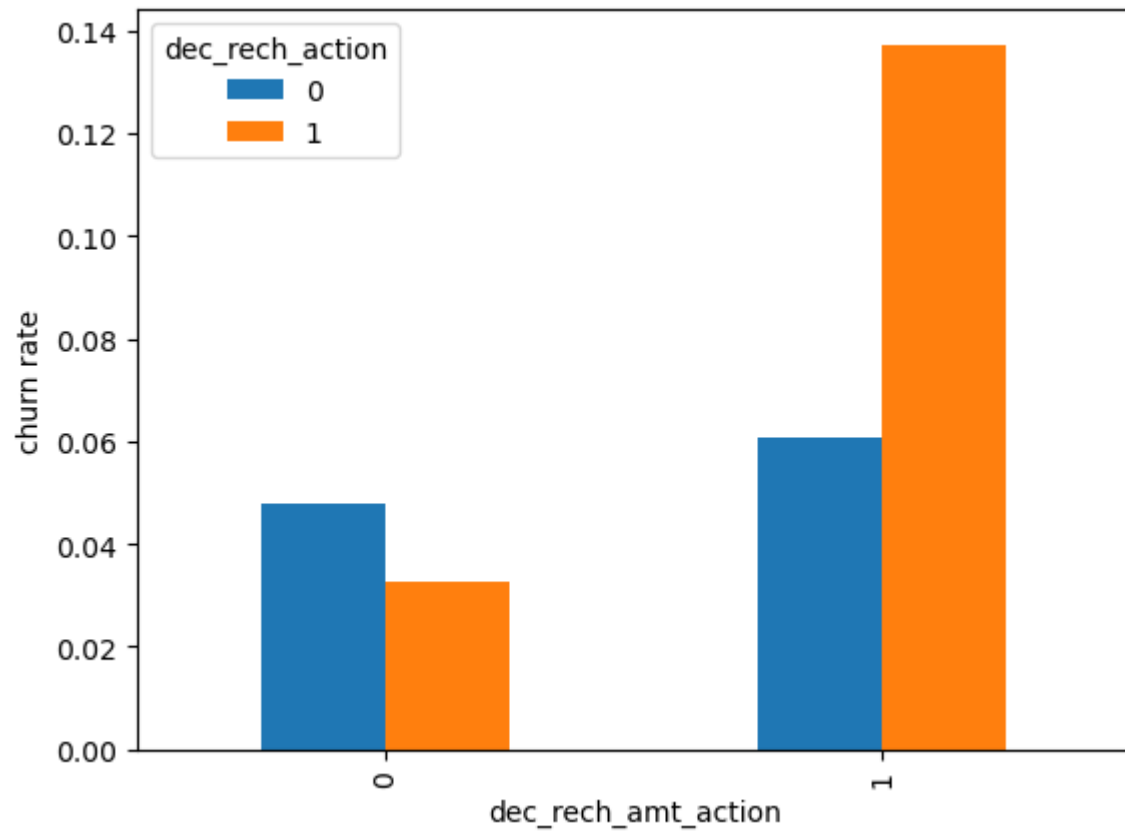The churn is more for customers whose minutes of Usage (MOU) decreased in the action phase than the good phase.
Churn rate on the basis whether the customer decreased her/his amount of recharge in action month

Decrease in recharge amount higher in the action phase

Conclusion :
1) From the exploratory data analysis we have seen that there is considerable decrease in call and data usage, recharge during the action phase which is the 8th month. 2) The following are identified as important features loc_og_t2m_mou_7 total_og_mou_6 loc_og_t_7 roam_ic_mou_7 onnet_mou_7 loc_og_t2c_mou_7 onnet_mou_8 roam_og_mou_8 arpu_7 3) A sudden drop in average revenue per user in the 7th month plays a vital role in deciding the churn. 4) Outgoing ,roaming and total minutes of outgoing are all important factors affecting the churn.

The following strategies can be used to avoid churning
1) Improve the customer experience by giving proper network connection to the customers who you see decrease in usage of outgoing in the 7th month.
2) Directly call the customer and ask for the feedback , if they still decide to leave try to ask for a chance and provide some offers.
3) If they are leaving because of specific recharge plan provided by the another network provider, provide them a customised plan according to their convenience.